

# fashion calendar

RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOC. EDITOR

1 9 6 0

20th YEAR • A WEEKLY PUBLICATION

Week of March 7, 1960

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NEW YORK 21, NEW YORK

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 4, 1960</u>			
March 4	ARNOLD CONSTABLE IMPORT RELEASE DATE--Friday, March 4 (No show).		
Friday March 4 4:30 P.M. Cocktails	SPRING COUTURE FASHIONS DURING COCKTAIL HOUR "Couture At The Columns"--Spring couture fashions by Tony Raphael. Press by invitation. Public by reservation. Minimum Charge--\$2.50. Contact: EL. 5-2600. Fashion Show Director: Martha Holiday, RE. 7-2971.	TONY RAPHAEL (38 EAST 57TH STREET)	SAVOY-HILTON HOTEL THE COLUMNS
Friday March 4 8:00 P.M.	FORTY-EIGHTH ANNUAL DINNER DANCE "Edelweiss Ball"--given by the Advertising Women Of New York. The first door prize will be a two-week trip to Switzerland with all expenses paid. Tickets: \$17.50 per person. Contact: Ruth V. Harms at AWNY, TE. 8-0030.	THE ADVERTISING WOMEN OF NEW YORK	WALDORF-ASTORIA BALLROOM
Saturday March 5- March 12	INTERNATIONAL FLOWER SHOW "Flowers Around The World"--forty-third annual flower show. (Press preview by invitation, Sat., March 5, 9:00 A.M.-12:30 P.M.). Hours: First two days, 2:00 P.M.-10:00 P.M. Thereafter 10:00 A.M.-10:00 P.M. Last day: 10:00 A.M.-6:00 P.M. Tickets: \$2.00 (adults); 90¢ (children). Publ.: C.C. Walter or Bruce Fouche at E.M. Freystadt Assoc., LE. 2-5960.	HORTICULTURAL SOCIETY; N. Y. FLORISTS' CLUB	NEW YORK COLISEUM COLUMBUS CIRCLE
Saturday March 5- March 13	N.Y. COLISEUM ANTIQUES FAIR Experts on Americana and dealers specializing in European, Oriental, Victorian, Spanish and Italian antiques. Hours: 1:00 - 11:00; Sunday, 2:00 - 11:00. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	NEW YORK COLISEUM COLUMBUS CIRCLE
Sunday March 6 1:00 P.M. Brunch	FASHION SHOW AT BENEFIT BRUNCH Baba Originals will present their Spring-Summer collection at a benefit brunch in the Terrace Room and Cocktail Lounge, sponsored by the Junior Committee of the Boys Town of Italy. Press by invitation. Public by reservation; contact: Mr. J. Krieger, RH. 4-3600. Publicity for Baba Originals: Dorothy Slade at Austin Hamel Associates, YU. 6-0477.	BABA ORIGINALS (72 EAST 86TH STREET)	HOTEL SULGRAVE PARK AVE. & 67TH STREET
<u>WEEK BEGINNING MONDAY, MARCH 7, 1960</u>			
Monday March 7- March 14 9:00 A.M.- 5:00 P.M.	SHOWING OF FRENCH COUTURE IMPORTS Press preview Monday, March 7 to view Du Pont's collection of Paris couture costumes in man-made fibers. By invitation. Contact: Ellen Morris, LO. 3-6400, Ext. 308. Trade showings--Tuesday, March 8 through Monday, March 14. By invitation. Contact: Ethel Radon, LO. 3-6400, Ext. 484.	DU PONT COMPANY	EMPIRE STATE BUILDING 4TH FLOOR-FABRICS SHRM.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 7 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Spring import collection by Bergdorf Goodman will be previewed for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Monday March 7 12:15 P.M. Luncheon	SPECIAL REPORT ON EUROPEAN COLLECTIONS Report on European collections by Eleanore Bruce, editorial director, "Mademoiselle", at luncheon. Price: \$6.50 (members); \$8.50 (guests). Contact: Frances Duehren, WI. 7-0324.	N.Y. FASHION DESIGNERS INC. (1457 BROADWAY)	HOTEL ASTOR CORAL ROOM
Monday March 7 2:00 P.M.	COSTUME SHOW OF PERIOD STYLES Fashion changes of 700 years to be presented in a showing of 12th to 19th Century costumes from the Traphagen Museum collection. By invitation. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Beginning Monday March 7	FALL OPENING OF ITALIAN IMPORTS Opening of Fall Italian knit collection, featuring dresses, coordinates, coats and costumes. Contact: Mike Salzman, OX. 5-1840.	ALBERTO IMPORTS, INC.	1407 BROADWAY SHOWROOM - 12TH FLOOR
Beginning Monday March 7	FALL 1960 CORDUROY EXHIBIT Seventh Annual Corduroy Industry Exhibit, Fall '60, for designers, press, buying offices and students, with showings through Fall. By invitation. Contact: Mrs. Clare Nelson, EL. 5-7850.	CORDUROY COUNCIL OF AMERICA	15 EAST 53RD STREET SHOWROOM - 5TH FLOOR
Monday March 7- March 16	FIFTY-SEVENTH ANNUAL AMERICAN TOY FAIR About 1500 exhibitors will show at the 1959 Toy Fair, with temporary exhibits in Hotels New Yorker and Sheraton-Atlantic. Also permanent showroom exhibits at 200 Fifth Ave. and 1107 Broadway. Press conference, Mon., March 7 at 10:00 A.M. at Sheraton-Atlantic Hotel, 24th floor, Main Ballroom. Publicity: Sydney D. Kronish, OR. 5-1141.	TOY MANUFACTURERS OF THE U.S.A. INC.	HOTELS NEW YORKER & SHERATON-ATLANTIC
Tuesday March 8 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT COLLECTION Preview of Stern's import collection for the press. By invitation. Publicity: Mildred Collins, LO. 5-7960.	STERN'S	41 WEST 42ND STREET 3RD FLOOR
Tuesday March 8 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of the Hattie Carnegie Spring and Summer custom and import collection. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Wednesday March 9 3:00 P.M.	PREVIEW OF CUSTOM AND IMPORT FASHIONS Press preview of custom-order and import fashions. By invitation. Contact: Sophie Shonnard, EL. 5-6800.	BONWIT TELLER	4TH FLOOR
Thursday March 10 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their import collection to the press. By invitation. Publicity: Stephanie Horton, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 10 12:00 Noon Luncheon	PRESS PREVIEW: PARIS- ITALIAN ORIGINALS Alexander's will preview their collection of Paris and Italian originals to the press. (Release date, Monday, March 7). By invitation. Publicity: Roberta Davis, CY. 8-2000.	ALEXANDER'S	HOTEL PLAZA STATE SUITE
Thursday March 10 12:30 P.M. Luncheon	IMPORT COLLECTION DURING LUNCHEON Stern's will present their Import collection during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Publicity for Stern's: Mildred Collins, LO. 5-7960, Ext. 322. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STERN'S	HOTEL PLAZA TERRACE ROOM
Thursday March 10 4:00 P.M. Cocktails	FRENCH AND ITALIAN KNIT COLLECTION Press preview of the Korrigan Lesur Fall and Winter knit collection, with Italian designs by Avagolf of Milan. Presentation by Ghislaine de Kermaingant, Paris Fashion Director. Showing at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.	KORRIGAN LESUR CORP. (70 WEST 40TH STREET)	HAMPSHIRE HOUSE THE COTTAGE
Friday March 11 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Spring import collection at breakfast and luncheon with report by Jessica Daves, "Vogue" Magazine. Co-chmn: Babs Simpson and Helen Cutler. Prices: Breakfast--\$6.00 (members), \$10.00 (guests); Luncheon--\$8.00 (members), \$15.00 (guests). One guest per member. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Friday March 11 4:30 P.M. Cocktails	SPRING FASHIONS DURING COCKTAIL HOUR "Couture At The Columns"--initial showing to the press, following Palm Beach and Paris opening of Livia Sylva's Spring collection. Press by invitation. Public by reservation. Minimum Charge--\$2.50. Contact: EL. 5-2600. Fashion Show Director: Martha Holiday, RE. 7-2971.	LIVIA SYLVA (22 EAST 67TH STREET)	SAVOY-HILTON HOTEL THE COLUMNS
March 14	SAKS FIFTH AVENUE IMPORT RELEASE DATE--Monday, March 14 (No show).		
Monday March 14 9:30 A.M. Coffee	PRESS PREVIEW: IMPORT COUTURE COPIES Ohrbach's press preview of Paris and Italian Spring couture copies of coats, suits and dresses. By invitation. Customer shows in N.Y., Thurs., March 17, at 1:00 P.M., 5th floor. In Newark, Mon., March 21 at 12:45 P.M., 2nd floor. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SALON
Monday March 14 12:30 P.M. Luncheon	SPRING CUSTOM FASHIONS DURING LUNCHEON Martier-Raymond will present their Spring custom-made collection during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MARTIER-RAYMOND (36 CENTRAL PK. SO.)	HOTEL PLAZA PERSIAN ROOM
Tuesday March 15 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Press preview of Elizabeth Arden's exclusive ready-to-wear and custom originals. By invitation. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 16 9:00 A.M.- 10:30 A.M.	"NEW DIMENSIONS IN PORCELAIN ENAMEL" "New Dimensions in Porcelain Enamel"--press breakfast to introduce new Panorama. By invitation. Publicity: Charlotte Byrum, MU. 8-5200.	NATIONAL DESIGN CENTER	415 EAST 53RD STREET
Wednesday March 16 9:00 A.M. Breakfast	VIGNETTES AND CHILDREN'S FASHIONS "Small Worlds"--Spring and Summer fashions shown in special vignette settings featuring Fiberglas fabrics. By invitation. Publicity: Fiberglas--Ruth Sunley, PL. 9-3810, Ext. 231. Bendel--Ruth Hammer Associates, EL. 5-7872.	FIBERGLAS; HENRI BENDEL	717 FIFTH AVENUE FIBERGLAS CENTER
March 17	ST. PATRICK'S DAY (Thursday)		
Friday March 18 11:30 A.M.	SPRING-SUMMER FASHIONS BY TWO DESIGNERS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Saturday March 19 1:00 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCH The members of the New York Fashion Designers will aid and stage a fashion show during luncheon, for the Tenth Anniversary Fete of the Astraea Junior Guild for benefit of St. Joseph's School for the Blind. Contact: Frances Duehren, WI. 7-0324.	NEW YORK FASHION DESIGNERS (1457 B'WAY)	HOTEL PLAZA TERRACE ROOM
Saturday March 19 2:30 P.M.	SPRING FASHIONS IN DAN RIVER COTTONS "Teen Musical Party"--sponsored by N. Y. City Dept. of Commerce and Public Events and featuring popular, jazz and classical music. Showing of Spring ready-to-wear fashions in Dan River cottons. Contact: Dept. of Commerce, Margo Gayle, TE. 8-1800; Dan River--Hilda Sherey or Nancy Hawes, BR. 9-7800; Dan River Publ: Terry Mayer at Amos Parrish, LO.4-5600.	DEPT. OF COMMERCE AND PUBLIC EVENTS	TOWN HALL 113 WEST 43RD STREET
Sunday March 20- March 23	TENTH NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors, syndicate writers, and television fashion program directors are invited to see Summer showings of apparel manu- factured by members of the Dallas Fashion Manufacturers Association. By invitation. Contact: Mrs. Velma McKee, Dallas Fashion Center, 913 Petroleum Building, Dallas, Texas.	DALLAS FASHION MANUFACTURERS CENTER	HOTEL SHERATON DALLAS, TEXAS
Beginning Tuesday March 22 8:30 A.M.	RETAILERS PREVIEW OF FALL 1960 Preview for retailers and buying offices of early Fall garments designed in Milliken fabrics, yarns and processes for infants, children, teens, misses and women's sportswear, dresses, suits and coats; also Milliken's Explorer Color Story...March 22, 23 and April 7 at 8:30 A.M. (show 9:00); April 6 at 3:30 P.M. (show at 4:00). Refreshments will be served. <u>Admission by ticket only.</u> Contact: Julie C. Buddy, OX. 5-1200.	DEERING MILLIKEN & CO.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday March 23 12:30 P.M. Luncheon	DESIGNER FASHIONS DURING LUNCHEON Spring collection of designer fashions by Else Fritz. Furs by Fredrica. Press by invitation. Public by reservation: "Banquet Dept." PL. 9-3000. Contact: Kitty Kraus, PL. 9-0111 or EL. 5-9371. Plaza Fashion Show Director: Mary Alice Rice, CI. 6-1790.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 5 1:00 P.M.	OPENING: EARLY FALL DRESS COLLECTION The Mr. Mort early Fall junior dress collection, designed by Lee Evans, will be presented at one showing only. By admission card. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday April 6- April 7 2:00 P.M.	ADVANCE FALL JUNIOR COLLECTION Mam'selle will preview their early Fall collection on April 6 and 7. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday April 7 12:30 P.M. Luncheon	PRESS PREVIEW: FALL SWEATER COLLECTION Preview of Olympic's Fall collection to the press and buyers. <u>Showing at 1:15 P.M.</u> By invitation. Contact: Phyllis Youngheart, PL. 1-0752.	OLYMPIC KNITWEAR, INC. (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
April 11	PASSOVER--begins Monday, at Sundown. <u>(April 11 - April 19).</u>		
Tuesday April 12 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING Showing of Fall fabrics. Co-chmn: Margaret Markley and Conoldine Burnett. (Prices and more details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
April 17	EASTER SUNDAY		
Thursday April 21 4:00 P.M. Cocktails	PREVIEW: FALL SPORTS-WEAR COLLECTION White Stag will present their Fall and Winter sportswear collection to the press and buying offices. <u>Showing at 4:30 P.M. promptly.</u> By invitation. Contact: Vera Holton, ER. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
Tuesday April 26 8:00 P.M. Dinner-Dance	NINTH ANNUAL "APRIL IN PARIS" BALL "Un Bal Masque a l'Opera de Paris"--gala dinner-dance for the benefit of the French Hospital and the American-French Foundation Charities. Showing of fashions by leading Paris couturiers--Jean Desses, Christian Dior, Jacques Heim, Guy Laroche, Lanvin-Castillo, Nina Ricci; millinery by Parisian designers. Reservations--\$150.00 (including dancing until dawn followed by champagne breakfast). Contact: Peggy LeBoutillier for C.C. Philippe, 33 East 48th Street, PL. 3-5400.	AIR FRANCE; CARTIER; COTY	HOTEL ASTOR GRAND BALLROOM
Wednesday April 27 9:00 A.M.	PRESS PREVIEW OF FALL SHIRTS John Weitz will present his Fall collection of shirts for the Stratford Shirt Co. By reservation. Contact: Miss Read, ER. 9-9586.	STRATFORD SHIRT CO. (JOHN WEITZ)	1407 BROADWAY SHOWROOM - 32ND FLOOR
Tuesday May 3 10:30 A.M.	PRESS PREVIEW OF BEACH HATS William J will present his collection of beach hats to the press and buyers. By invitation. Contact: CI. 5-8956.	WILLIAM J	56 WEST 57TH STREET SALON
Wednesday May 4 9:00 A.M. Coffee	PRESS PREVIEW: FALL SHOE COLLECTION "Prima Colazione"--press preview of the Fall shoe collection, designed by Silvia of Fiorentina. By invitation. Publicity: Peggy Cantor Assoc., 117 East 37 Street, MU. 9-8542.	FIORENTINA SHOES, INC.	789 MADISON AVENUE AT 67TH STREET

MUSIC...MOVIES...THEATRE...OPERA

Thursday March 4 PREMIERE: "HOME FROM THE HILL" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET Co-starring Robert Mitchum, Eleanor Parker with George Peppard, George Hamilton, Everett Sloane, Luana Patten, the MGM presentation, in CinemaScope and Metrocolor, based on the novel by William Humphrey. Producer: Edmund Grainger. Director: Vincente Minnelli. Costumes: Walter Plunkett. MGM Publicity: Dan Terrell, JU. 2-2000. Music Hall Publicity: Edward Serlin, CI. 6-4600.

Monday March 7 TWENTIETH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST. Mon., March 7: Wagner's DIE WALKURE. Tues., March 8: (Philadelphia). Wed., March 9: Giordano's ANDREA CHENIER. Thurs., March 10: Wagner's DER FLIEGENDE HOLLANDER. Fri., March 11: Beethoven's FIDELIO. Sat., Mat., March 12: Verdi's LA FORZA DEL DESTINO. Sat., Eve., March 12: Gounod's FAUST. Publicity: Francis Robinson, PE. 6-1200.

Tuesday March 8 OPENING: "GREENWILLOW" ALVIN THEATRE, 250 WEST 52ND STREET Starring Tony Perkins with Cecil Kellaway, Pert Kelton, Ellen McCown, William Chapman, the new musical based on the novel by B. J. Chute and presented by Robert A. Willey in association with Frank Productions. Director: George Roy Hill. Music and Lyrics: Frank Loesser. Costumes: Alvin Colt. Publicity: Phillip Bloom, CH. 4-5185.

Wednesday March 9 PREMIERE: "CAN CAN" (Movie) THE RIVOLI THEATRE, B'WAY & 49TH STREET Starring Frank Sinatra, Maurice Chevalier, Shirley MacLaine, Louis Jourdan, the 20th Century Fox presentation adapted from Cole Porter's musical, in Todd-AO color by Technicolor. Producer: Jack Cummings. Director: Walter Lang. Costumes: Irene Sharaff. Publicity: Gertrude Brooks, CO. 5-3320.

Thursday March 10 OPENING: "SEMI DETACHED" MARTIN BECK THEATRE, 302 WEST 45TH STREET Philip Rose will present Jean Muir, Vivian Nathan, Edgar Stehli in a play by Patricia Joudry, about the lives of two families living in Montreal. Director: Charles S. Dubin. Costumes: Helene Pons. Publicity: Proctor-Debuskey, MU. 7-5084.

Wednesday March 16 OPENING: "ONE MORE RIVER" AMBASSADOR THEATRE, 215 WEST 49TH STREET Mary K. Frank, by arrangement with Laurence Olivier, will present Lloyd Nolan, Alfred Ryder, co-starring with Harry Guardino, in a melodrama of the sea, by Beverley Cross. Director: Windsor Lewis. Costumes: Anna Hill Johnstone. Publicity: Goodman-Washer, ER. 9-4985.

Thursday March 17 OPENING: "DEAR LIAR" BILLY ROSE THEATRE, 41ST STREET WEST OF B'WAY Katharine Cornell and Brian Aherne will co-star in the two-character comedy of letters between George Bernard Shaw and Mrs. Patrick Campbell, adapted by Jerome Kilty, presented by Guthrie McClintic in association with S. Hurok. Director: Jerome Kilty. Costume: Cecil Beaton. Publicity: Martin Feinstein, CI. 5-0500.

Wednesday March 23 OPENING: "GAY DIVORCEE" CHERRY LANE THEATRE, 38 COMMERCE STREET Noel Behn and The New Princess Company will present the Cole Porter musical of the 30's, starring Joan Holloway, Judy Johnson, Evelyn Page with Arny Freeman and Emory Bass. Director: Gus Schirmer, Jr. Costumes: Ann Roth. Publicity: Sol Jacobson, CH. 4-1482.

Thursday March 31- May 15 OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH STREET Ringling Bros. Barnum & Bailey Circus will present matinee and evening performances for six weeks. Publicity: William Fields, PL. 3-7500.

# 1961

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OCTOBER							NOVEMBER							DECEMBER						
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